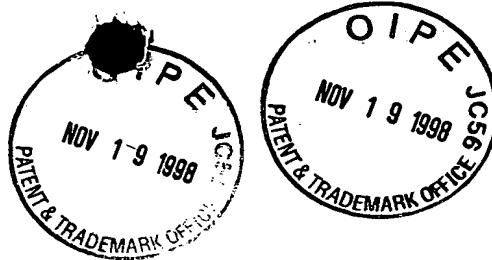


Serial No.
08/935,116



PATENT APPLICATION
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Application of: David W. Deaton, *et al.*
Serial No.: 08/935,116
Filed: September 22, 1997
Group No.: 2781
Examiner: Chung-Trans
Title: CHECK TRANSACTION PROCESSING
METHOD AND SYSTEM

Assistant Commissioner for
Patents and Trademarks
Washington, DC 20231

Dear Sir:

AMENDMENT UNDER 37 CFR §1.115

In response to the Office Action mailed June 29, 1998, Applicants amend as follows:

IN THE CLAIMS

Please rewrite Claim 8 as follows:

*Subj
PC*
8. (Amended) A system for accumulating customer transaction data at the point-of-sale in a retail establishment and for effectuating customer promotion on the basis thereof, comprising:

a terminal for entering unique customer identification codes from customer identification presented at the point-of-sale in a retail transaction;

means for allowing entry of customer transaction data;